

## National Black Media Coalition Conference "Conquering Attitudes, Pressures and Politics"

Washington D.C.—Black's struggle to gain entrance into the communication industry is parallel to their efforts to gain economic equality in America said D.C. Del. Walter E. Fauntroy, at the opening breakfast of the 13th Annual National Black Media Coalition Conference. "Most news reporting focuses on human failures, rather than human accomplishments," said Fauntroy, referring to the premiere issue of the Washington Post Magazine that sparked controversy in the black community. "When the perception of black is failure than the reality of blacks becomes failure."

But there were no failures at NBMC's convention with approximately 2000 students, media personalities, television and radio managers "Conquering Attitudes, Pressures and Politics", the theme of the four-day gathering.

"This year's conference is about planning, performance and persistence," said Pluria W. Marshall, chair of NBMC.

NBMC has served as the protective arm of black media, insuring their right for full access into the communication field. NBMC's concentration to date has been getting blacks employed in the broadcasting industry, on-air programming and

management positions at television and radio stations.

"The key to our success in this industry is more black ownership," said Rod Burbridge of WYLD AM/FM in Louisiana.

According to NBMC's "Affirmative Action Agreements," the organization raised over \$3 million scholarship money to aid black students and further their education in the field of journalism. Black colleges and universities have received over \$6 million in grants and equipment for communications programs. The overall job market for black journalists and professionals has increased by 10 percent.

Over 36 "how to..." workshops were held on the art of buying a radio or television station, controlling and coping with corporate stress, black record promotions and the blessings of small broadcast markets. Some of the panelists included producers from NBC and ABC affiliates, representatives from Cox Cable and Broadcasting groups, Gannett Companies, Capital Cities Communications and Times Mirror Broadcasting.

Oprah Winfrey, host of the "Oprah Winfrey Show" in Chicago and Randall Robinson, the executive director of TransAfrica, a lobby organization for African and Caribbean concerns were

## CHILD WATCH

By Marian Wright Edelman  
President  
Children's Defense Fund

### How Schools Can Help Prevent Teen Pregnancy

These days, it seems that everyone is expecting our nation's schools to do more for our children. While I do not think that schools can "do it all," I believe that schools have an important role to play in helping more of our teens to avert too-early pregnancy and parenthood and become self-sufficient adults. Encouraging evidence from around the country proves that schools can make a difference by:

Teaching children well. Research has proven a link between educational achievement and a teen's decision about pregnancy or parenthood. Data from the National Longitudinal Survey of Young Americans show that young women ages 18-19 with poor basic skills are two-and-a-half times as likely to be mothers as their peers with average basic skills. Young men that age are three times as likely to be fathers. A good education is

the special guest speakers. "When you become the boss," advised Frank Melton, president of WLBT-TV in Jackson, Miss, "don't forget where you come from and don't become so important that you can not bring someone else along."

a powerful motivator to postpone too-early pregnancy and parenthood.

Looking after children's health. Too many of our children, and especially disadvantaged children, do not get the health care and information they need to take responsibility for their own bodies. Comprehensive teen health centers located in or near schools can help teens prevent a range of health-related conditions, including pregnancy. After one such clinic program was installed in St. Paul, Minnesota schools, the students birth rate fell by about half.

Preparing teens for the world of work. Young people

particularly from minority or disadvantaged backgrounds, urgently need help from their school to help them compete for scarce jobs and earn the money they need to survive. The High School Academics Program in Philadelphia responded to this need by providing disadvantaged, inner city high school students with marketable job skills, training and on-site work experience. These incentives help keep these teens in school so they can get the academic help they need to graduate.

Fostering a sense of social responsibility. Along with the home, the church, and other important institutions, the school plays an important role in making teens feel a part of a community. In

Springfield, Ohio, dozens of students showed their sense of responsibility for others by running a week-long awareness campaign on the teen pregnancy problem. The group, Students Against Teen Pregnancy, placed posters, flyers, and banners around the school reminding their peers about the cost of and consequences of becoming pregnant or parenting too young.

Encouraging personal growth. One key ingredient in any youth's decision to postpone pregnancy is self-esteem. Schools can help build it. In Birmingham, Alabama, teenage students work with younger children in the school-based "Youth Helpers" Program. The teens help plan activities and assist the teachers.



SHOW AND TELL—Moneta Sleet, Jr., right, a photographer for Ebony and Jet Magazines, escorts U. Lukman, left, Information Officer for the Consulate General of Nigeria, through the photographic exhibition, "Moneta Sleet, Jr.; Pulitzer Prize Photojournalist." Joining them at the Philip Morris Companies Inc. and Johnson Publishing Company, Inc., sponsored exhibition at The New York Public Library, is Donald Harris, center, Director, Communications, Philip Morris International. Scheduled to close in New York on November 8th, the exhibition will open in Chicago in April, 1987. In the background is Sleet's famous portrait of the late Dr. Martin Luther King, Jr.

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